

WHAT IS CLAIMED IS:

1. A fishing reel adapted to be operatively connected to a fishing information display device and comprising:
  - a reel body;
  - 5 a line-winding spool rotatably mounted to said reel body;
  - storing means for storing first information concerning said reel; and
  - output means for outputting the first information stored in said storing means to the fishing information display device.
- 10 2. The fishing reel defined in claim 1, further comprising:
  - a first display unit mounted in said reel body for displaying at least the first information; and
  - first display means for enabling the first information stored in said storing means to be displayed on said first display unit.
- 15 3. The fishing reel defined in claim 2, further comprising:
  - water depth measuring means for measuring water depth of a terminal tackle that is attached to a fishing line wound around said spool, wherein
  - the first information includes the water depth measured by said water depth
  - 20 measuring means.
4. The fishing reel defined in claim 2, wherein
  - the first display means switches between a detail mode in which the first information is displayed on the first display unit in a detailed manner, and a simple
  - 25 mode in which the first information is displayed on said first display unit in a simplified manner.
5. The fishing reel defined in claim 1, further comprising:
  - first identifying information storage means for storing first identifying
  - 30 information,
  - said output means outputting to the fishing information display device the first information correlated with the first identifying information.
6. The fishing reel defined in claim 2, further comprising:

first external control means for controlling the fishing information display device.

7. The fishing reel defined in claim 6, wherein  
5 said first display means collects second information concerning fishing from the fishing information display device and further enables said first display unit to display the second information.

8. The fishing reel defined in claim 6, wherein  
10 the second information includes at least one of information indicating fish zone, a fish school, and a travel direction of the fish school.

9. The fishing reel defined in claim 6, wherein  
the second information includes at least one of information indicating current  
15 position and fishing location.

10. A fishing information display device provided externally of a fishing reel that stores first information concerning the reel, the fishing reel being adapted to output the first information to said fishing information display device, said fishing  
20 information display device collecting second information concerning fishing, said fishing information display device comprising:

a unit body;  
a second display unit mounted in said unit body for displaying at least the second information;  
25 first acquiring means for acquiring the first information from the fishing reel;  
second acquiring means for acquiring the second information;  
second display means for enabling the first information acquired by said first acquiring means to be displayed on said second display unit; and  
third display means for enabling the second information acquired by said  
30 second acquiring means to be displayed on said second display unit.

11. The fishing information display device defined in claim 10, wherein the first information includes a water depth of a terminal tackle attached to the fishing reel.

12. The fishing information display device defined in claim 10, wherein the second information includes at least one of information indicating fish zone, a fish school, and a travel direction of the fish school.

5

13. The fishing information display device defined in claim 10, wherein the second information includes at least one of information indicating current position and fishing location.

10

14. The fishing information display device defined in claim 10, wherein at least one of said second display means and said third display means switches between a detail mode in which the first information and the second information are displayed on said second display unit in detail, and a simple mode in which the first information and the second information are displayed on said second display unit in a simplified manner.

15

15. The fishing information display device defined in claim 10, further comprising:

20 second identifying information storage means for storing second identifying information, and

second identifying information transmission means for transmitting the second identifying information to the fishing reel; wherein

said second identifying information transmission means transmits the second information correlated with the second identifying information.

25

16. The fishing information display device defined in claim 10, further comprising

first storing means for storing at least the first information.

30

17. The fishing information display device defined in claim 10, further comprising

first input means for receiving the first and second information from an external device operatively connected to said fishing information display device.

18. The fishing information display device defined in claim 10, further comprising  
second external control means for controlling the fishing reel.

5 19. A fishing information display system for displaying first information and second information, said fishing information display system comprising:  
a fishing reel having  
a reel body;  
a line-winding spool rotatably mounted to the reel body;  
10 first storing means for storing the first information concerning the reel;  
and  
output means for outputting the first information from said first storing means;  
collecting means for collecting the second information; and  
15 a fishing information display device operatively connected to said fishing reel and said information collecting means for acquiring the first information from said fishing reel and displaying the first information, and for acquiring the second information from said collecting means and displaying the second information.

20 20. The fishing information display system defined in claim 19, further comprising  
coordinating means for coordinating the second information collected by said collecting means,  
said collecting means having a plurality of collecting devices,  
25 said fishing information display device acquiring and displaying the second information from said coordinating means.

21. The fishing information display system defined in claim 20, wherein  
said coordinating means further includes second storing means for storing the  
30 second information.

22. The fishing information display system defined in claim 20, wherein  
said coordinating means further includes second information input means for receiving the second information from said information collecting means.

23. The fishing information display system defined in claim 20, wherein  
said coordinating means communicates with at least one of said plurality of  
collecting devices, and

5        said fishing information display device communicates with at least one of said  
plurality of collecting devices.

24. The fishing information display system defined in claim 20, wherein  
said coordinating means further includes information selection means for  
10    selecting one of said plurality of collecting devices.

25. The fishing information display system defined in claim 19, wherein  
said fishing reel further includes a first reel control unit operatively connected  
to said first storing means and said output means; and

15        said fishing information display device further includes a second reel control  
unit for controlling said fishing reel.